



Retail, Hospitality, and Tourism

North (Greater Sacramento)
Subregional Sector Profile



2023



FIVE-YEAR OUTLOOK

5%
sector job growth
over next five years

28,000+
annual job openings
over next five years

20%
of Greater
Sacramento's jobs

This project is supported by Strong Workforce Program (SWP) funding.



Introduction

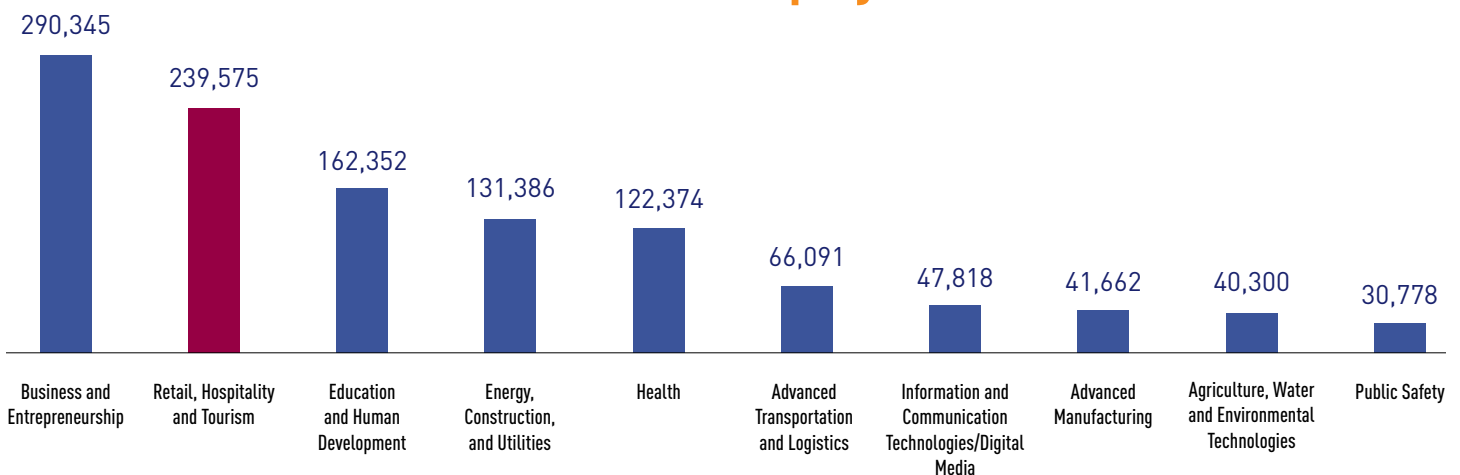
This sector profile highlights in-demand, middle-skill jobs that pay above a living wage. Middle-skill jobs, those which require education or training beyond a high school diploma but less than a bachelor's degree, are a critical component of the overall workforce and support the economic vitality of the region and the state.

This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of California's Strong Workforce Program (SWP).

SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North/Far North region, which includes the North (Greater Sacramento) and Far North subregions.

The North subregion encompasses seven counties (El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba) and eight community colleges (American River, Cosumnes River, Folsom Lake, Lake Tahoe, Sacramento City, Sierra, Woodland, and Yuba).

North (Greater Sacramento) 2021 Sector Employment



SECTOR Highlights



239,575
Jobs in 2021

250,488
Projected Jobs in 2026

5%
Projected Job Growth,
2021-2026

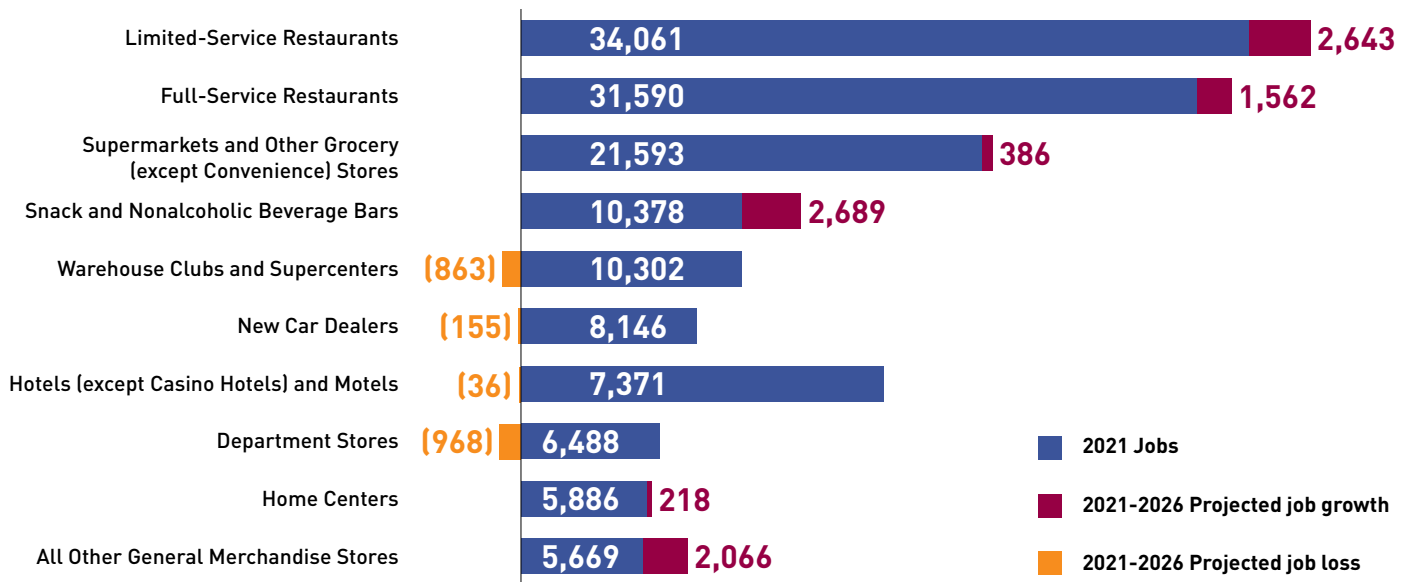
10,913
New Jobs by 2026

14,632
Businesses

20.3%
of Greater Sacramento
Employment, 2021

Note: The Retail, Hospitality, and Tourism sector includes 154 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

Employment by Industry Subsector

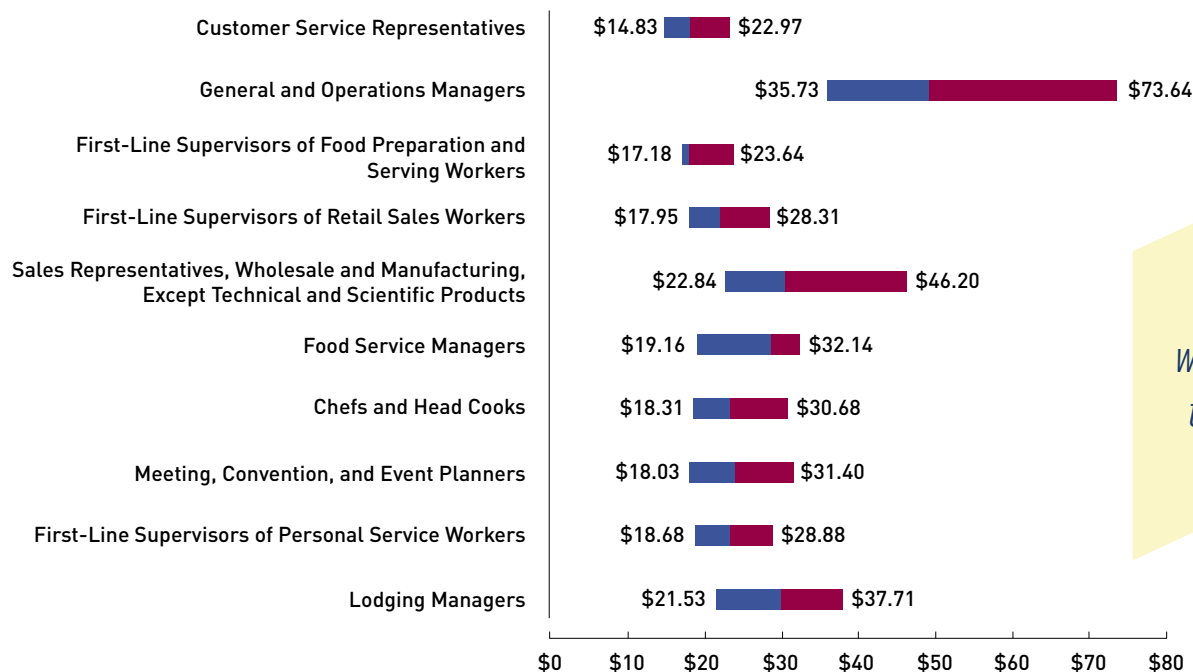


Priority Middle-Skill Occupations

| Occupation | 2021 Jobs | 2021-2026 Projected % Change | 2021-2026 Average Annual Openings | Typical Entry-Level Education |
|--|-----------|------------------------------|-----------------------------------|-----------------------------------|
| Customer Service Representatives | 15,622 | 1% | 2,055 | High school diploma or equivalent |
| General and Operations Managers | 18,008 | 9% | 1,852 | Bachelor's degree |
| First-Line Supervisors of Food Preparation and Serving Workers | 6,606 | 13% | 1,192 | High school diploma or equivalent |
| First-Line Supervisors of Retail Sales Workers | 7,715 | 2% | 849 | High school diploma or equivalent |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 6,453 | 5% | 710 | High school diploma or equivalent |
| Food Service Managers | 3,076 | 8% | 399 | High school diploma or equivalent |
| Chefs and Head Cooks | 1,277 | 8% | 188 | High school diploma or equivalent |
| Meeting, Convention, and Event Planners | 1,035 | 6% | 124 | Bachelor's degree |
| First-Line Supervisors of Personal Service Workers | 577 | 15% | 82 | High school diploma or equivalent |
| Lodging Managers | 376 | 5% | 48 | High school diploma or equivalent |

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements.

Middle-Skill Hourly Wage Ranges



These occupations pay a starting wage at or above the subregion's living wage.

Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the North (Greater Sacramento) subregion where the living wage in 2021 was \$14.53.

Priority Middle-Skill Job Postings



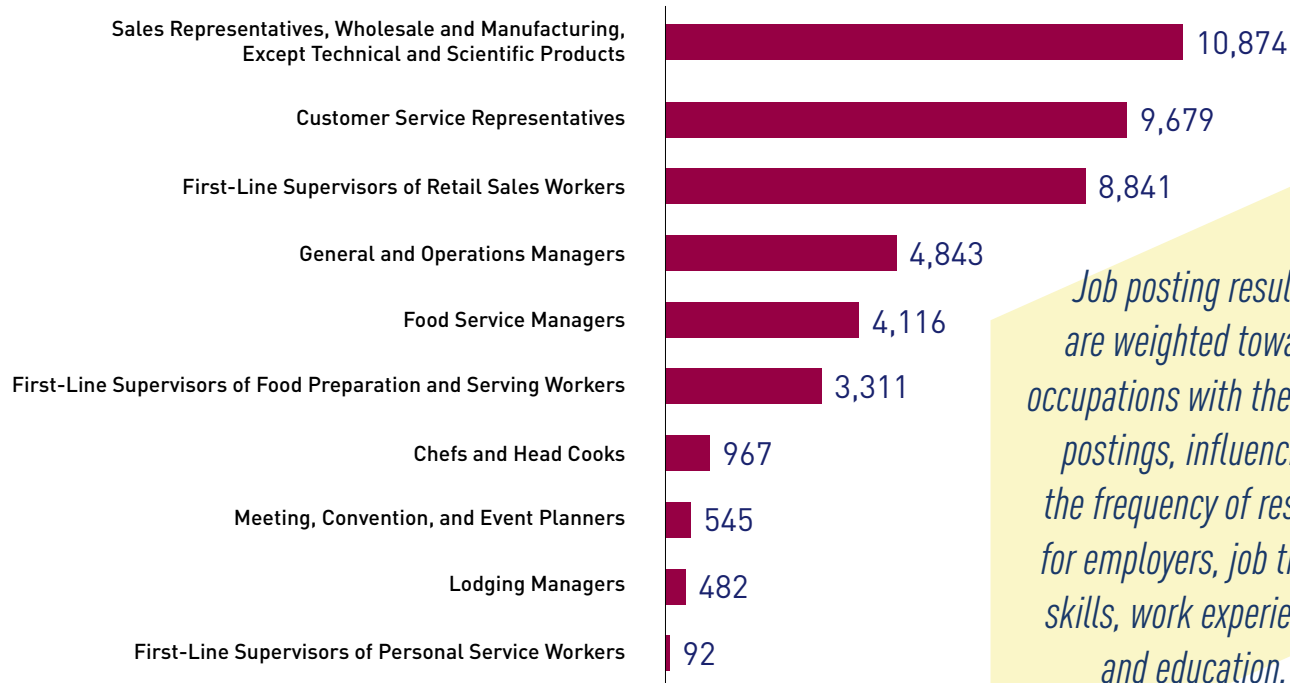
Posting intensity is the ratio of duplicated to unique job postings. A higher-than-average posting intensity can mean employers are putting more effort into hiring.

43,750
Online Job Postings

4:1
Posting Intensity
(Regional Average 4:1)

Note: Job postings count the number of online job postings advertised in the 7-county North (Greater Sacramento) subregion between January 1, 2022 - March 31, 2023. Postings are limited to in-state employers and exclude staffing companies. Job postings represent the top 10 priority middle-skill occupations.

Job Postings by Occupation



Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.



Top Employers & Job Titles

Employers with the Most Postings

Starbucks
Walgreens Boots Alliance
Walmart
University of California
Target

Job Titles with the Most Postings

Customer Service Representatives
Assistant Managers
Shift Supervisors/Leaders
Sales Representatives
Operations Managers

Most In-Demand Skills

Specialized Skills

- Merchandising
- Sales (selling techniques and prospecting)
- Marketing
- Restaurant Operation
- Customer Relationship Management

Soft Skills

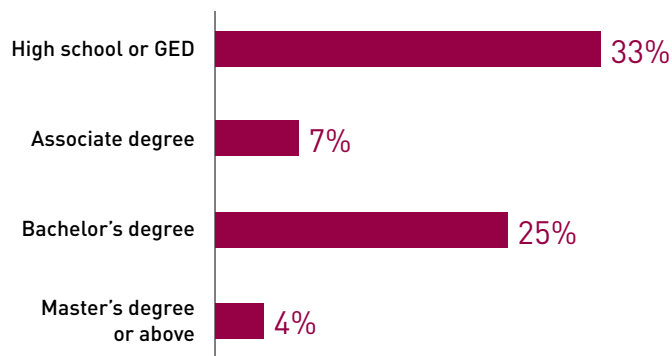
- Customer Service
- Sales
- Communications
- Management
- Leadership

Software and Technical Skills

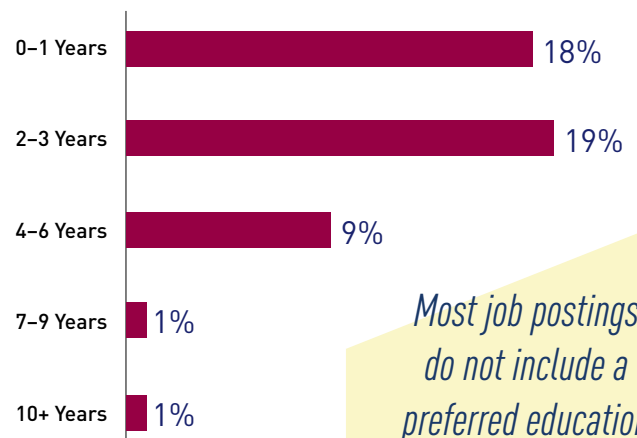
- Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- Salesforce
- Inventory Management System
- Google Workspace
- Customer Relationship Management (CRM) Software

Education & Experience in Postings

Employer-Preferred Education



Employer-Preferred Work Experience



Most job postings do not include a preferred education or experience level.

Community College Programs



| American River College | Cosumnes River College | Folsom Lake College | Lake Tahoe College | Sacramento City College | Sierra College | Woodland Community College | Yuba College |
|--------------------------------------|--------------------------|---------------------|-----------------------------|-------------------------|-----------------------|----------------------------|---------------|
| Baking and Pastry | Culinary Arts Management | None | Culinary Arts | None | Recreation Specialist | Baking | Culinary Arts |
| Culinary Arts/ Restaurant Management | | | Culinary Arts: Wine Studies | | Retail Management | Culinary Arts | |
| Hospitality Management | | | | | | | |
| Retail Management | | | | | | | |





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Sources

- Lightcast 2022.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office LaunchBoard
- California Community Colleges Chancellor's Office DataMart
- Integrated Postsecondary Education Data System (IPEDS)
- California Community Colleges Curriculum Inventory (COCI)

Disclaimers:

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